

## CONTRACT



WOIO  
1717 East 12th Street  
Cleveland, OH 44114  
(216) 771-1943

Contract / Revision	Alt Order #
820785 /	
<b>Product</b>	
Early TV Buy General Election, 2012	
Contract Dates	Estimate #
09/17/12 - 09/23/12	390
Advertiser	Original Date / Revision
Republican Senate Campaign Committee	09/14/12 / 09/14/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
WOIO	House WOIO/WUAB
Sales Office	
Cleveland Local	
Special Handling	
<b>Demographic</b>	
Adults 25-54	
IDB#	Advertiser Code
	Product Code
Agency Ref	Advertiser Ref

And:

Midwest Communications  
49 South Grant Avenue  
Columbus, OH 43215

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
N 1	WOIO	09/17/12	09/21/12	Action News at 5a	5-6a		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	MTWTF--					5	\$125.00			
N 2	WOIO	09/17/12	09/21/12	Action News at 6a	6-7a		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	MTWTF--					5	\$125.00			
N 3	WOIO	09/17/12	09/21/12	The Early Show	7-9a		:30			NM	5	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	MTWTF--					5	\$115.00			
N 4	WOIO	09/17/12	09/21/12	Action News at Noon	12-1230p		:30			NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	MTWTF--					5	\$475.00			
N 5	WOIO	09/17/12	09/21/12	Action News at 4p	4-5p		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	MTWTF--					5	\$450.00			
N 6	WOIO	09/17/12	09/21/12	Action News at 5p	5-6p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	MTWTF--					5	\$500.00			
N 7	WOIO	09/17/12	09/21/12	Action News at 6p	6-630p		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	MTWTF--					5	\$700.00			
N 8	WOIO	09/17/12	09/21/12	Action News at 11p	11-1135p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	MTWTF--					4	\$1,000.00			
N 9	WOIO	09/22/12	09/22/12	Sat Early Show	9-11a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	-----S-					2	\$100.00			
N 10	WOIO	09/22/12	09/22/12	SA Action News at 6p	6-630p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	-----S-					1	\$250.00			
N 11	WOIO	09/22/12	09/22/12	Sat Hour 1	8-8p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	-----S-									

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WOIO  
1717 East 12th Street  
Cleveland, OH 44114  
(216) 771-1943

Contract / Revision 820785 /	All Order #
Contract Dates 09/17/12 - 09/23/12	Product Early TV Buy General EI
Advertiser Republican Senate Camp	Original Date / Revision 09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----S-				1	\$650.00			
N 12	WOIO	09/23/12	09/23/12	Sun Action News at 7a	7-9a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----S				1	\$125.00			
N 13	WOIO	09/23/12	09/23/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----S				1	\$450.00			
N 14	WOIO	09/23/12	09/23/12	Extra Weekend	1135p-2a		:30			NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----S				1	\$130.00			
<b>Totals</b>										<b>46</b>	<b>\$18,255.00</b>	
<hr/>												
<b>Time Period</b>		<b># of Spots</b>	<b>Gross Amount</b>	<b>Net Amount</b>								
08/27/12 - 09/23/12		46	\$18,255.00	\$15,516.75								
<b>Totals</b>		<b>46</b>	<b>\$18,255.00</b>	<b>\$15,516.75</b>								

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**Client: Republican Senate Campaign Committee, 2012      Station Order**  
**Product:**  
**Campaign: Early TV Buy General Elect, 2012**

**Midwest Communications & Media**  
7720 Benson Road  
Carroll, OH 43112  
614/440-4449

Estimate No.:  
Contract No.:  
Job No.:

Rev #: 1  
Flight From: 09/10/2012 to 10/21/2012

Buyer Name: Bob Clegg

7720 Benson Road  
Carroll, OH 43112  
614/440-4449

Buyer Name: Bob Clegg  
Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Actg. Order No.: 390  
WS Order No.: 10510  
Contract No.:

Market: CLEVELAND-AKRON (CANTON)  
Station: WOIO  
Station Contact: Renee Morley

Item#	Days/ Times	DP/ Len	Program Title/ Comm'l Tag	Station Gross			DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
				Rate/ Total	Sep 17	Total Spots			
1	MTWTF-- 05:00A-06:00A	EM 30	CBS 19 NWS AM	\$125.00 \$625.00	5	5	1.1 \$113.64	0.7 \$178.57	0.4 \$312.50
2	MTWTF-- 06:00A-07:00A	EM 30	CBS 19 NWS AM	\$125.00 \$625.00	5	5	1.1 \$113.64	0.8 \$156.25	0.4 \$312.50
3	MTWTF-- 07:00A-09:00A	EM 30	EARLY SHOW	\$115.00 \$575.00	5	5	0.9 \$127.78	0.7 \$164.29	0.3 \$383.33
4	MTWTF-- 12:00P-12:30P	NN 30	CBS 19 NOON	\$475.00 \$2,375.00	5	5	3.8 \$125.00	3.0 \$158.33	1.2 \$395.83
5	MTWTF-- 04:00P-05:00P	EN 30	NEWS AT 4	\$450.00 \$2,250.00	5	5	2.7 \$166.67	2.0 \$225.00	1.0 \$450.00
6	MTWTF-- 05:00P-06:00P	EN 30	NEWS AT 5	\$500.00 \$2,500.00	5	5	3.2 \$156.25	2.5 \$200.00	1.3 \$384.62
7	MTWTF-- 06:00P-06:30P	EN 30	HOMTM19 NWS-6P	\$700.00 \$3,500.00	5	5	3.3 \$212.12	2.7 \$259.26	1.3 \$538.46
8	MTWTF-- 11:00P-11:35P	LN 30	NEWS AT 11	\$1,000.00 \$4,000.00	4	4	5.2 \$192.31	3.2 \$312.50	2.1 \$476.19
9	---S- 09:00A-11:00A	WE 30	CBS NWS SAT	\$100.00 \$200.00	2	2	1.2 \$83.33	0.9 \$111.11	0.2 \$500.00
10	---S- 06:00P-06:30P	WE 30	SAT 6PM	\$250.00 \$250.00	1	1	1.6 \$156.25	1.0 \$250.00	1.0 \$250.00
11	---S- 08:00P-09:00P	PT 30	CRMTM SA8P-CBS	\$650.00 \$650.00	1	1	2.8 \$232.14	2.5 \$260.00	0.8 \$812.50
12	---S- 07:00A-09:00A	WE 30	ACT NWS SU MRN	\$125.00 \$125.00	1	1	0.5 \$250.00	0.4 \$312.50	0.3 \$416.67
13	---S- 09:00A-10:30A	WE 30	SUNDAY MORN	\$450.00 \$450.00	1	1	2.5 \$180.00	1.7 \$264.71	0.9 \$500.00

\$18,255.00 / 46 = 46

1122

Monthly Totals			
Month	Spots	GRP/GRIs	Station Gross Dollars
Sep	46	112.2	\$18,255.00
	46	112.2	\$18,255.00

### Comments

**Campaign Remarks:**  
**Paid for by:**

RSCC

Advertiser: Republican Senate Campaign Committee, 2012  
Campaign: Early TV Buy General Elect, 2012 **Station Order**  
CLEVELAND-AKRON (CANTON) - TV

Station: WOIO

Comments

By: \_\_\_\_\_